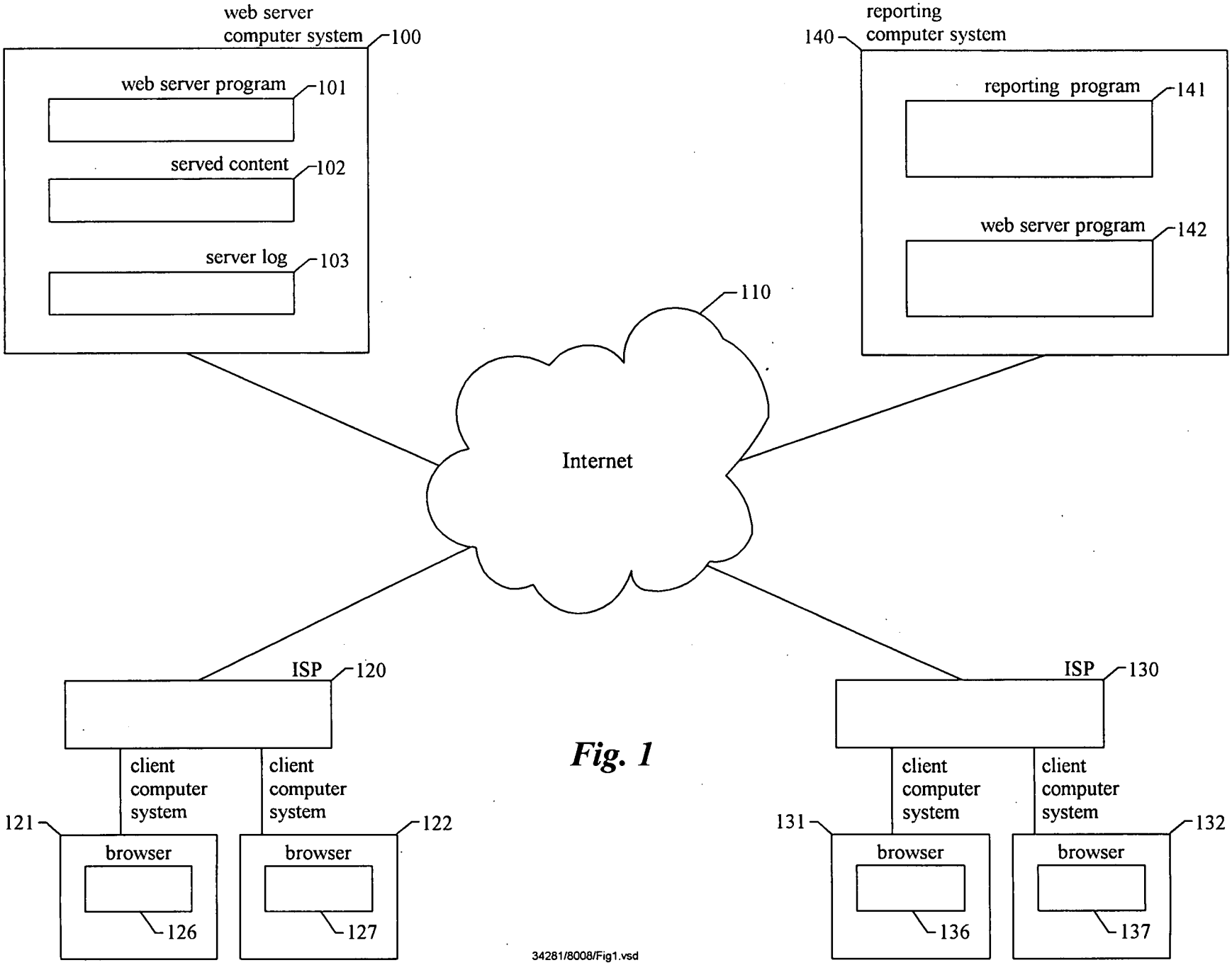

web server
computer system
100
web server program
101
served content
102
server log
103
reporting
computer system
140
reporting program
141
web server program
142
110
Internet
ISP
120
ISP
130
client
computer
system
client
computer
system
client
computer
system
client
computer
system
121
122
131
132
browser
browser
browser
browser
126
127
136
137
34281/8008/Fig1.vsd

Fig. 1

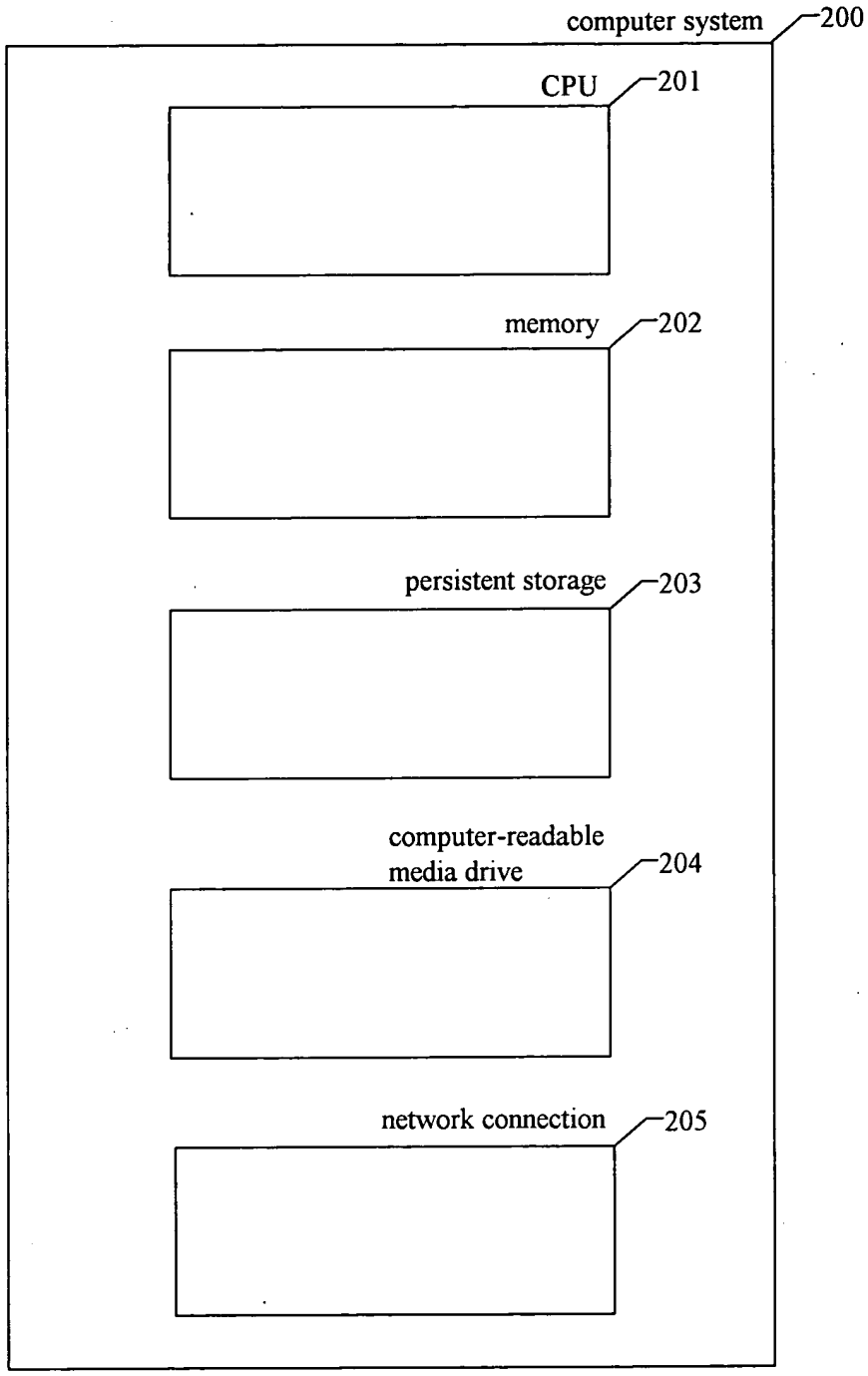

computer system
200
CPU
201
memory
202
persistent storage
203
computer-readable
media drive
204
network connection
205

Fig. 2

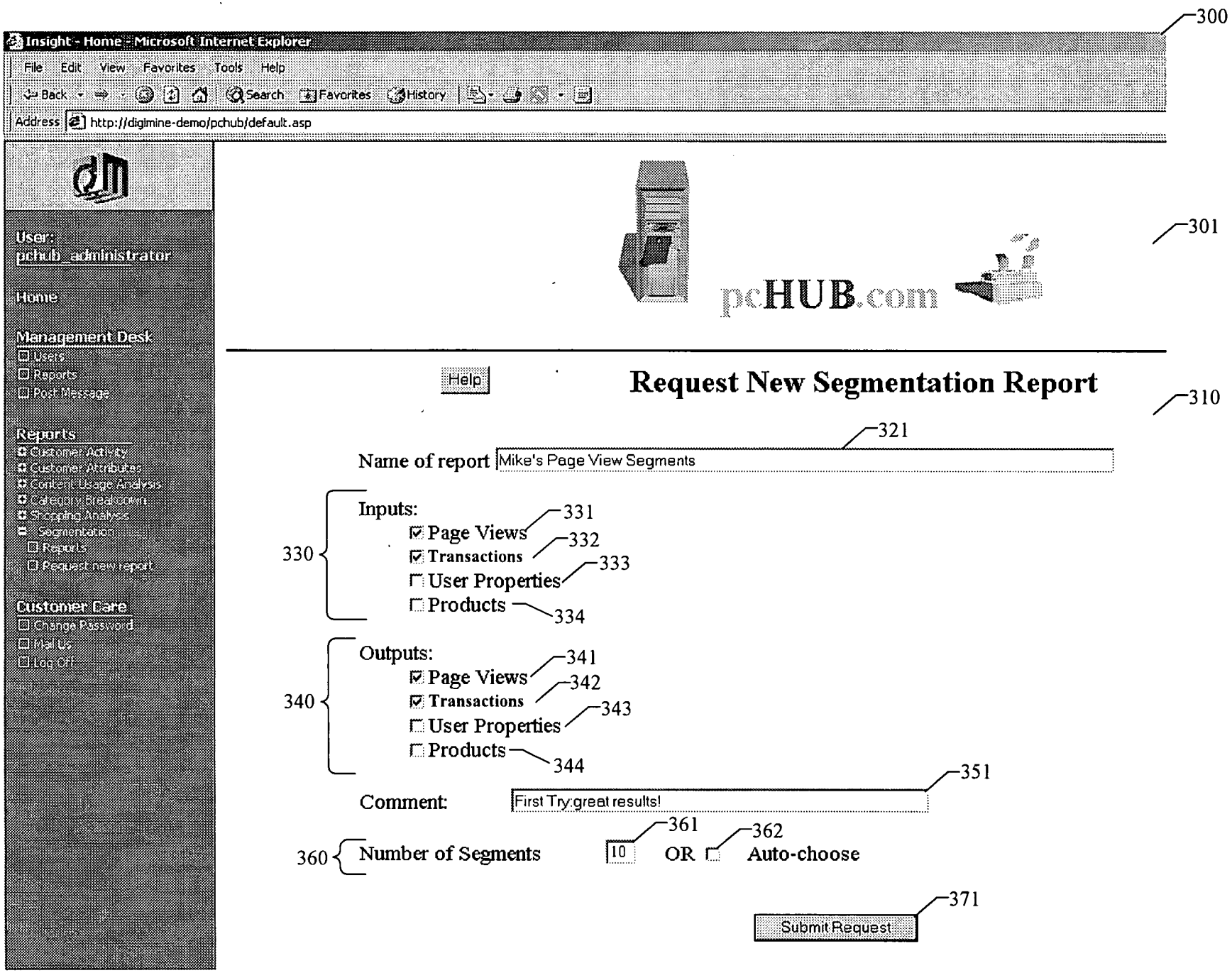


Fig. 3

34281/8008/Fig3.vsd

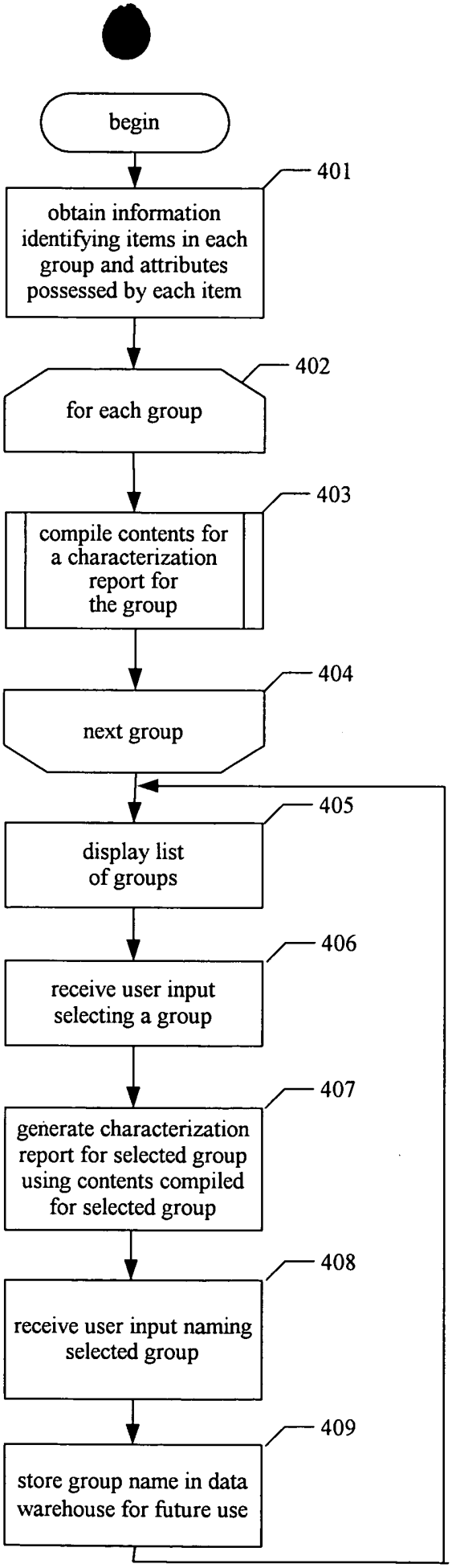


Fig. 4A

34281.8008-Fig4A.vsd

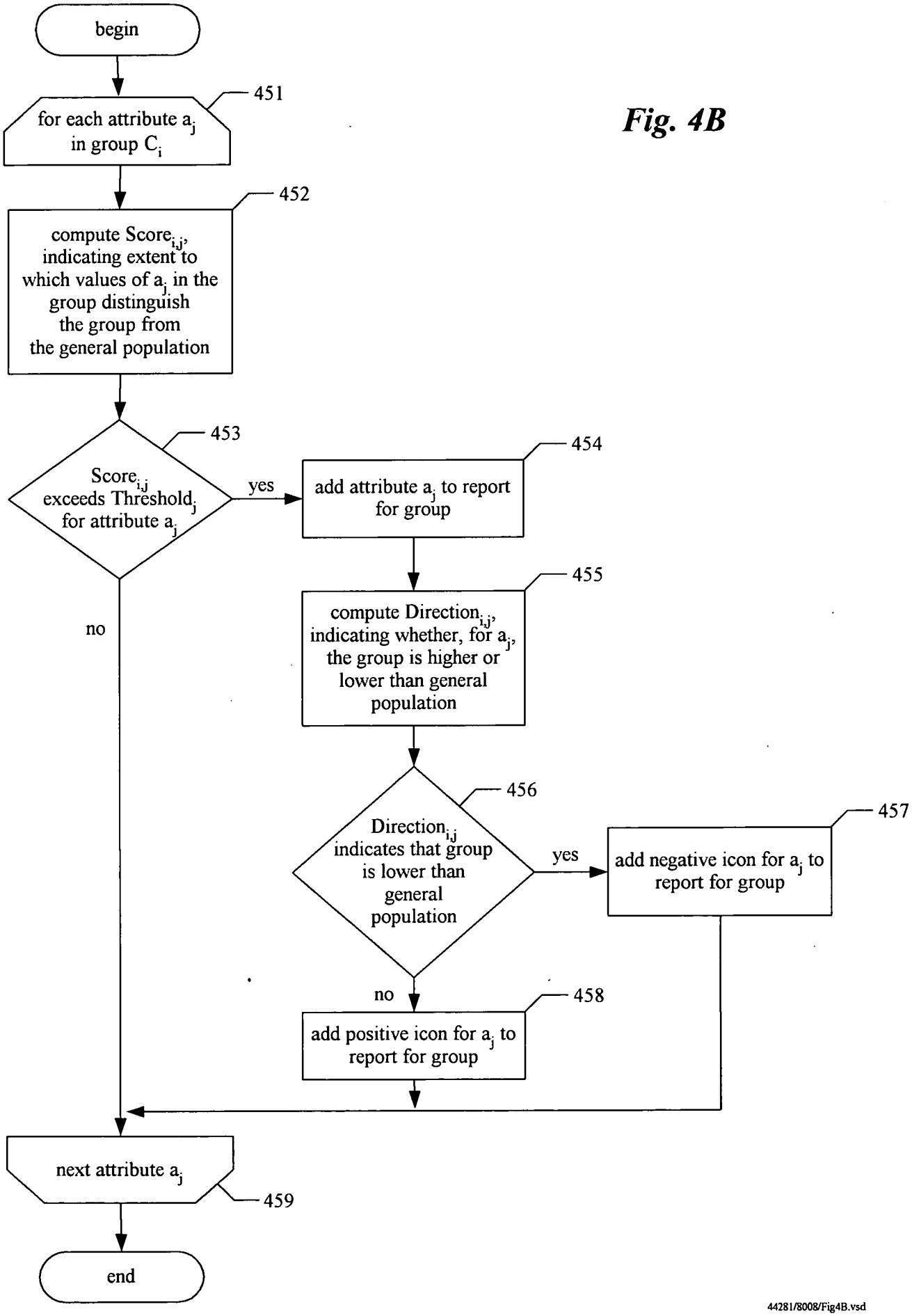


Fig. 4B

44281/8008/Fig4B.vsd

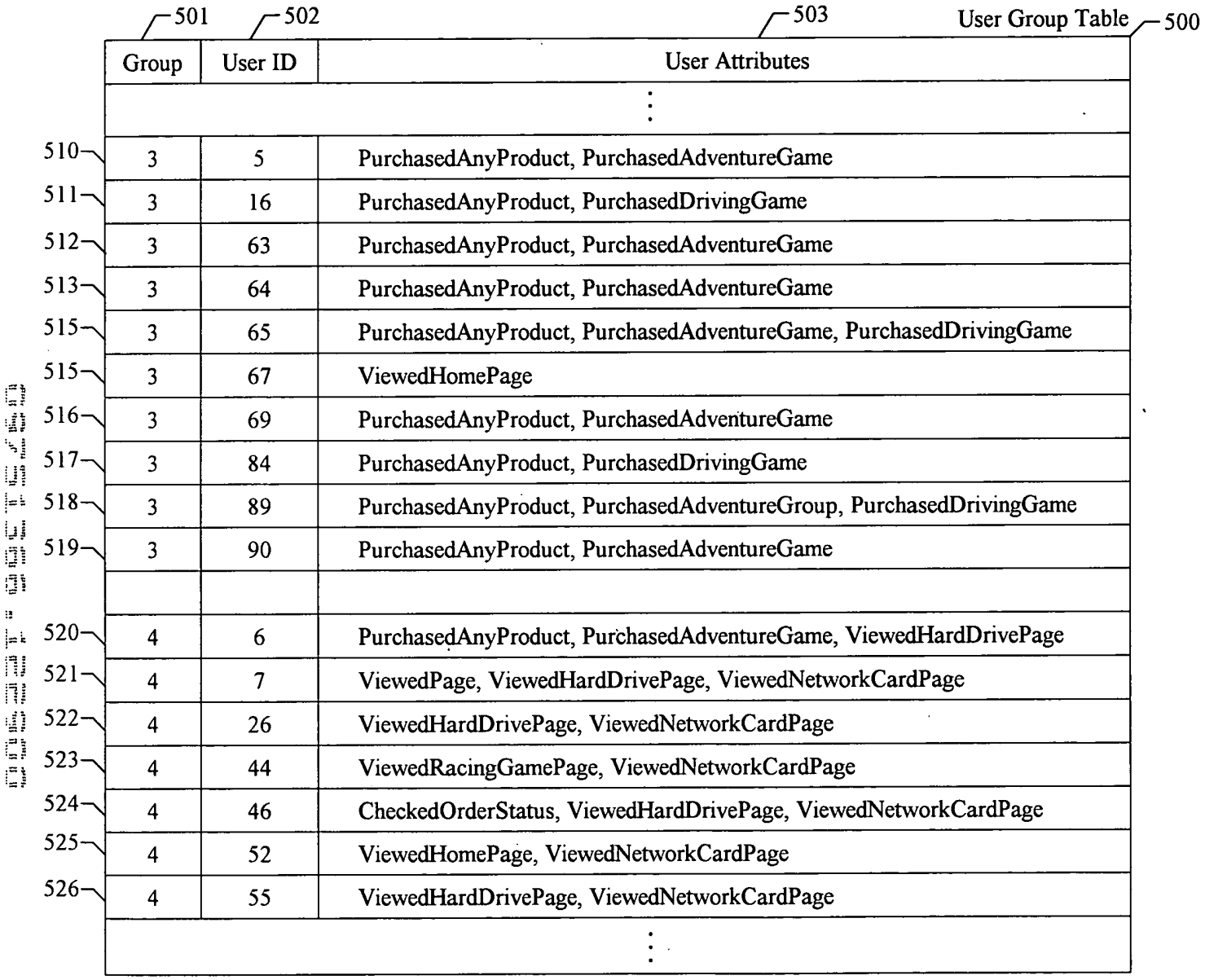

501
502
503
User Group Table
500
Group
User ID
User Attributes
510
3
5
PurchasedAnyProduct, PurchasedAdventureGame
511
3
16
PurchasedAnyProduct, PurchasedDrivingGame
512
3
63
PurchasedAnyProduct, PurchasedAdventureGame
513
3
64
PurchasedAnyProduct, PurchasedAdventureGame
515
3
65
PurchasedAnyProduct, PurchasedAdventureGame, PurchasedDrivingGame
515
3
67
ViewedHomePage
516
3
69
PurchasedAnyProduct, PurchasedAdventureGame
517
3
84
PurchasedAnyProduct, PurchasedDrivingGame
518
3
89
PurchasedAnyProduct, PurchasedAdventureGroup, PurchasedDrivingGame
519
3
90
PurchasedAnyProduct, PurchasedAdventureGame
520
4
6
PurchasedAnyProduct, PurchasedAdventureGame, ViewedHardDrivePage
521
4
7
ViewedPage, ViewedHardDrivePage, ViewedNetworkCardPage
522
4
26
ViewedHardDrivePage, ViewedNetworkCardPage
523
4
44
ViewedRacingGamePage, ViewedNetworkCardPage
524
4
46
CheckedOrderStatus, ViewedHardDrivePage, ViewedNetworkCardPage
525
4
52
ViewedHomePage, ViewedNetworkCardPage
526
4
55
ViewedHardDrivePage, ViewedNetworkCardPage

Fig. 5

Attributes Table 600

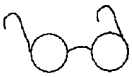
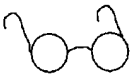
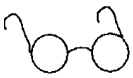
	601 Attribute	602 Threshold	603 Icon ID	604 Positive Icon Image	605 Negative Icon Image
611	ViewedHomePage	80	1		
612	CheckedOrderStatus	41	2		
613	PurchasedAnyProduct	50	3		
614	UsedCoupon	70	4		
615	ViewedAdventureGamePage	55	5		
616	PurchasedAdventureGame	55	6		
617	ViewedRacingGamePage	60	5		
618	Purchased Racing Game	60	6		
619	ViewedNetworkCardPage	72	5		
620	PurchasedNetworkCard	72	6		
621	ViewedHardDrivePage	71	5		
622	PurchasedHardDrive	68	6		

Fig. 6

34281/8008/Fig6.vsd

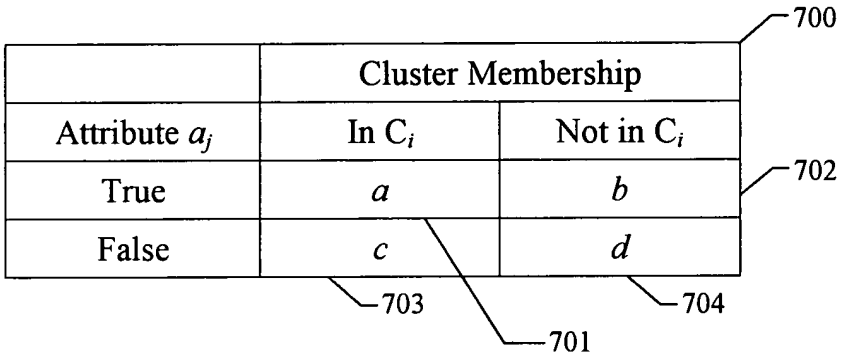


Fig. 7

34281/8008/Fig7.vsd

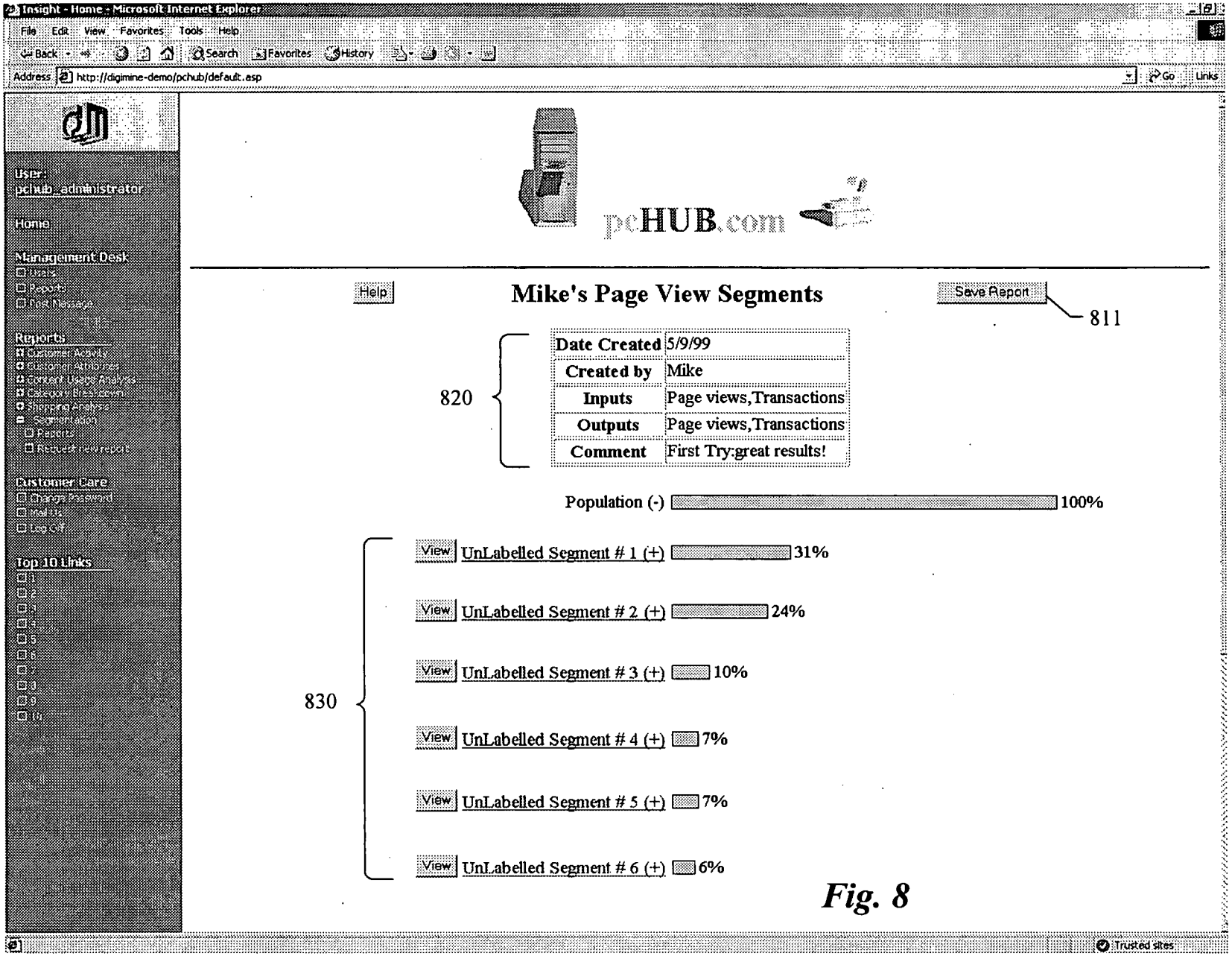

Insight - Home - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://digimine-demo/pchub/default.asp
Go Links
User:
pchub_administrator
Home
Management Desk
Reports
Customer Care
Change Password
Log Off
Top 10 Links
pcHUB.com
Help
Mike's Page View Segments
Save Report
811
820
Date Created 5/9/99
Created by Mike
Inputs Page views,Transactions
Outputs Page views,Transactions
Comment First Try:great results!
Population (-) 100%
830
View UnLabelled Segment # 1 (+) 31%
View UnLabelled Segment # 2 (+) 24%
View UnLabelled Segment # 3 (+) 10%
View UnLabelled Segment # 4 (+) 7%
View UnLabelled Segment # 5 (+) 7%
View UnLabelled Segment # 6 (+) 6%
Trusted sites

Fig. 8

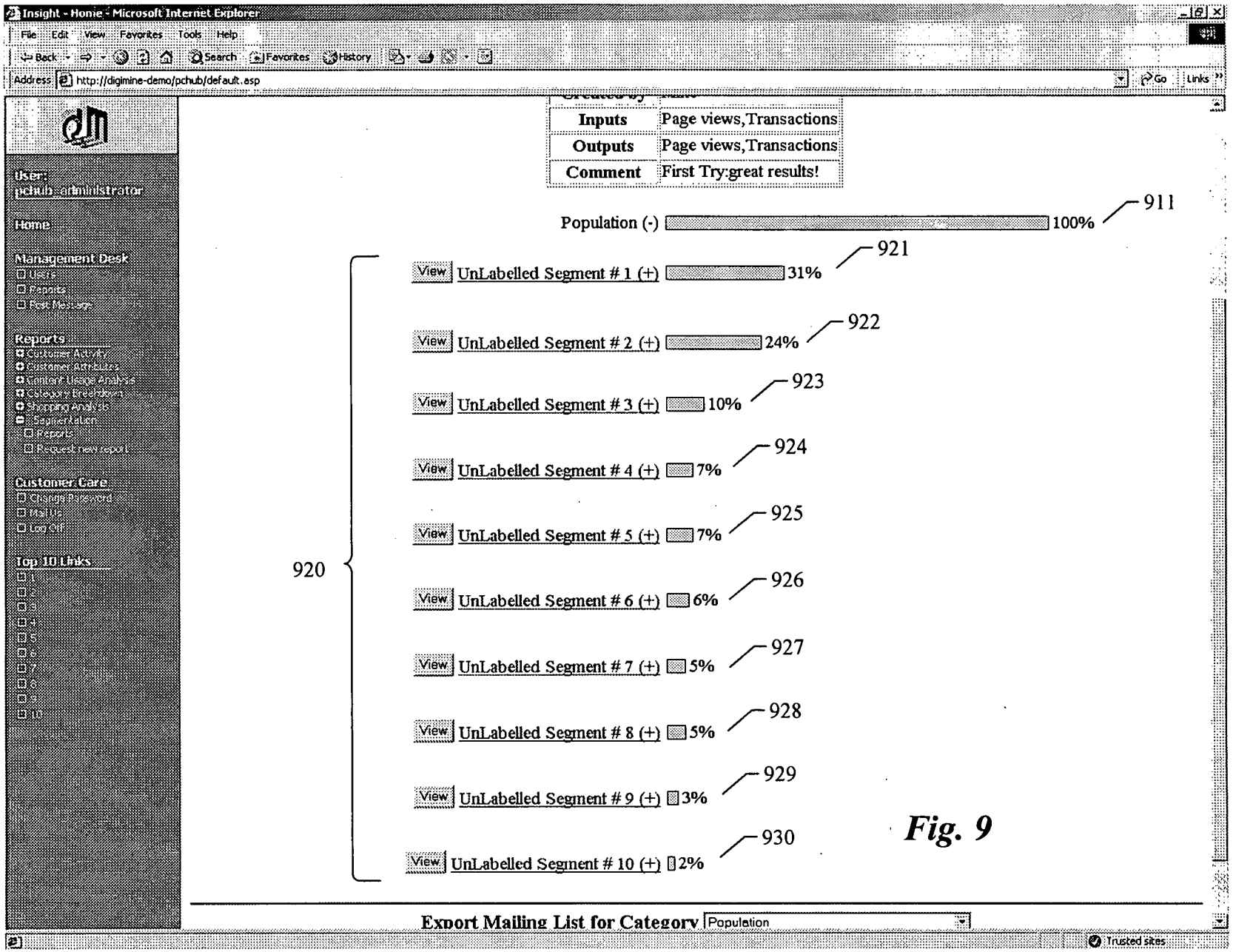

Insight - Home - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://digimine-demo/pchub/default.asp
Go Links
User:
pchub administrator
Home
Management Desk
Reports
Customer Activity
Customer Attributes
Category Breakdown
Shopping Analysis
Customer Lists
Reports
Request new report
Customer Care
Change Password
Help
Log Off
Top 10 Links
Inputs
Page views,Transactions
Outputs
Page views,Transactions
Comment
First Try:great results!
911
Population (-)
100%
920
921
View
UnLabelled Segment # 1 (+)
31%
922
View
UnLabelled Segment # 2 (+)
24%
923
View
UnLabelled Segment # 3 (+)
10%
924
View
UnLabelled Segment # 4 (+)
7%
925
View
UnLabelled Segment # 5 (+)
7%
926
View
UnLabelled Segment # 6 (+)
6%
927
View
UnLabelled Segment # 7 (+)
5%
928
View
UnLabelled Segment # 8 (+)
5%
929
View
UnLabelled Segment # 9 (+)
3%
930
View
UnLabelled Segment # 10 (+)
2%
Export Mailing List for Category
Population
Trusted sites

Fig. 9

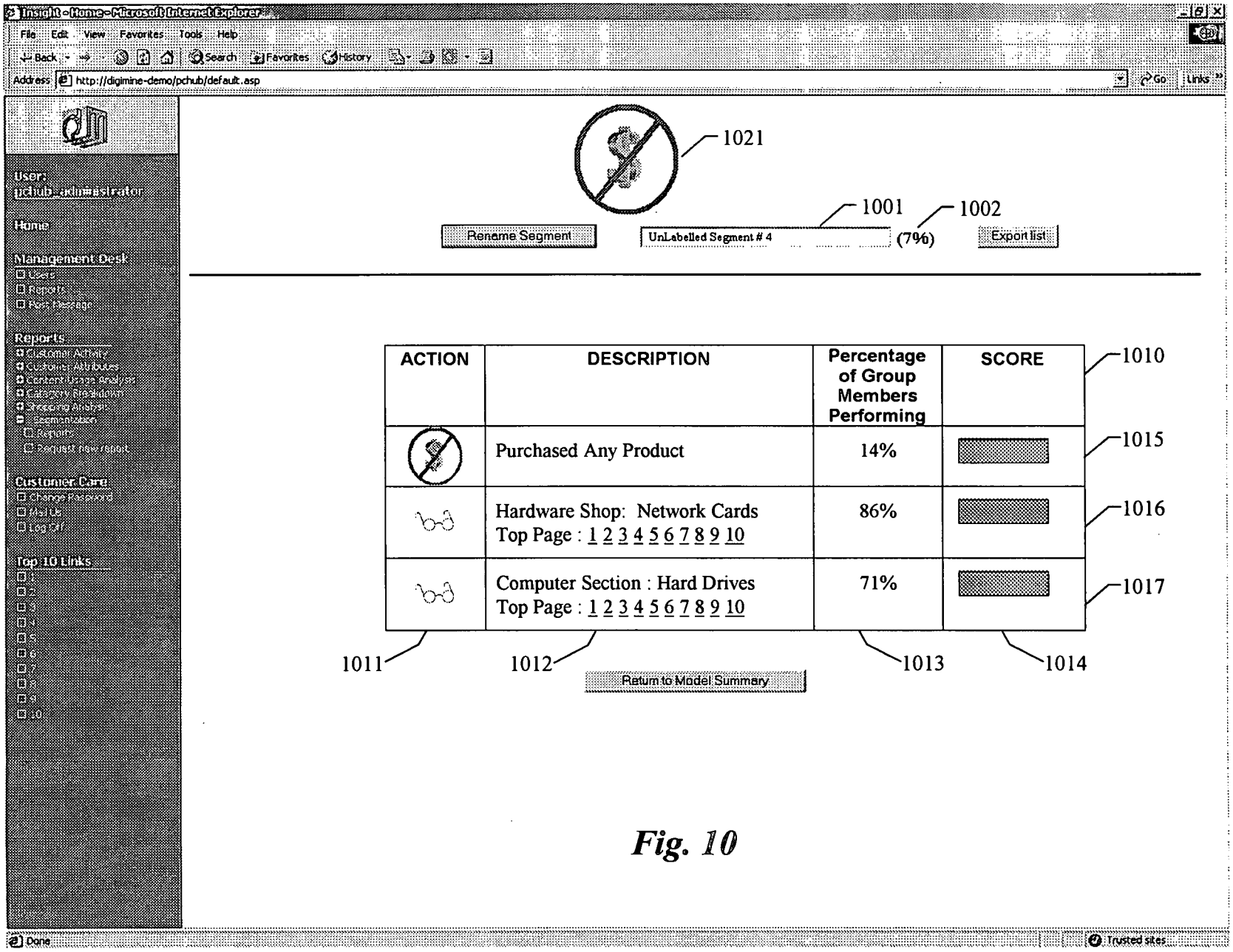
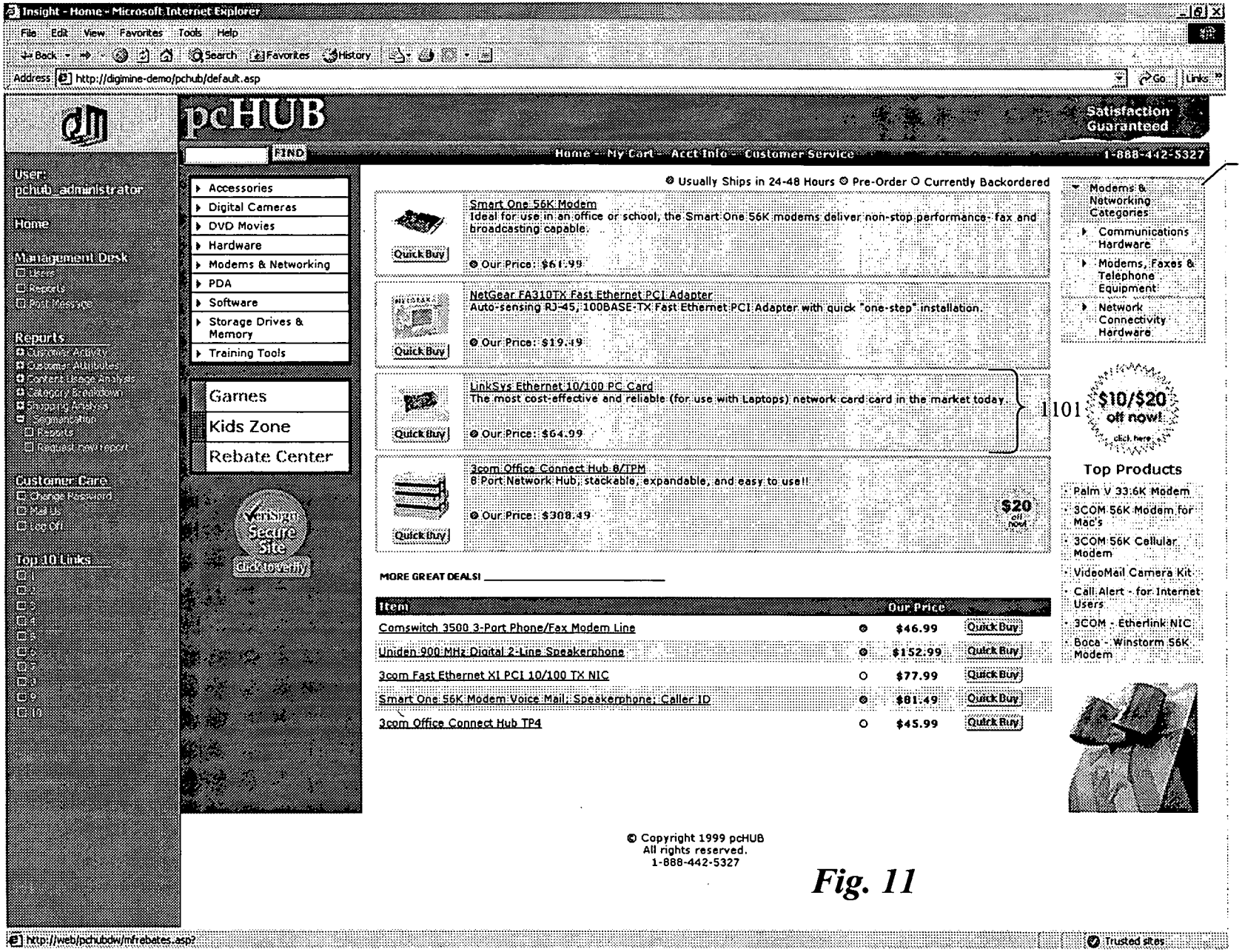


Fig. 10

34281/8008/Fig10.vsd


Insight - Home - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://digimine-demo/pchub/default.asp
pcHUB
Satisfaction Guaranteed
FIND
Home - My Cart - Acct Info - Customer Service
1-888-442-5327
User: pchub_administrator
Home
Management Desk
Reports
Customer Care
Top 10 Links
Accessories
Digital Cameras
DVD Movies
Hardware
Modems & Networking
PDA
Software
Storage Drives & Memory
Training Tools
Games
Kids Zone
Rebate Center
VeriSign Secure Site
Usually Ships in 24-48 Hours
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Currently Backordered
Smart One 56K Modem
Ideal for use in an office or school, the Smart One 56K modems deliver non-stop performance- fax and broadcasting capable.
Our Price: $61.99
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NetGear FA310TX Fast Ethernet PCI Adapter
Auto-sensing RJ-45, 100BASE-TX Fast Ethernet PCI Adapter with quick "one-step" installation.
Our Price: $19.49
LinkSys Ethernet 10/100 PC Card
The most cost-effective and reliable (for use with Laptops) network card card in the market today.
Our Price: $64.99
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8 Port Network Hub, stackable, expandable, and easy to use!!
Our Price: $308.49
$20 off now!
MORE GREAT DEALS!
Item
Our Price
Comswitch 3500 3-Port Phone/Fax Modem Line $46.99
Uniden 900 MHz Digital 2-Line Speakerphone $152.99
3com Fast Ethernet XI PCI 10/100 TX NIC $77.99
Smart One 56K Modem Voice Mail; Speakerphone; Caller ID $81.49
3com Office Connect Hub TP4 $45.99
Modems & Networking Categories
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Modems, Faxes & Telephone Equipment
Network Connectivity Hardware
$10/$20 off now! click here
Top Products
Palm V 33.6K Modem
3COM 56K Modem for Mac's
3COM 56K Cellular Modem
VideoMail Camera Kit
Call Alert - for Internet Users
3COM - Etherlink NIC
Boca - Winstorm 56K Modem
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1-888-442-5327
http://web/pchubdw/mfrebates.asp?
Trusted sites
1100
1101

Fig. 11

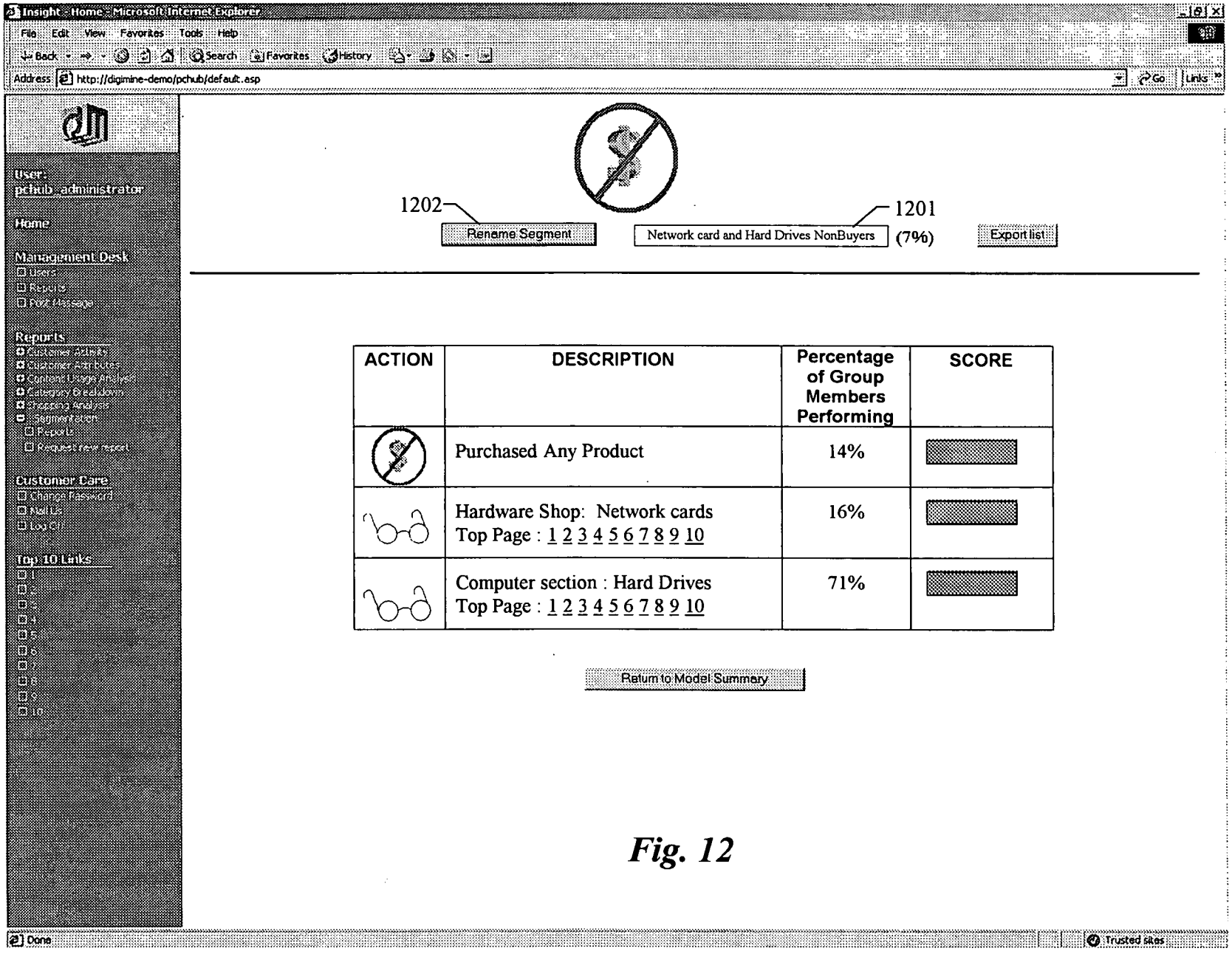
Insight - Home - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://digimine-demo/pchub/default.asp
Go Links
User:
pchub_administrator
Home
Management Desk
Reports
Customer Care
Change Password
Mail Us
Log Off
Top 10 Links
1202
Rename Segment
1201
Network card and Hard Drives NonBuyers
(7%)
Export list
ACTION
DESCRIPTION
Percentage of Group Members Performing
SCORE
Purchased Any Product
14%
Hardware Shop: Network cards
Top Page : 1 2 3 4 5 6 7 8 9 10
16%
Computer section : Hard Drives
Top Page : 1 2 3 4 5 6 7 8 9 10
71%
Return to Model Summary
Done
Trusted sites

Fig. 12

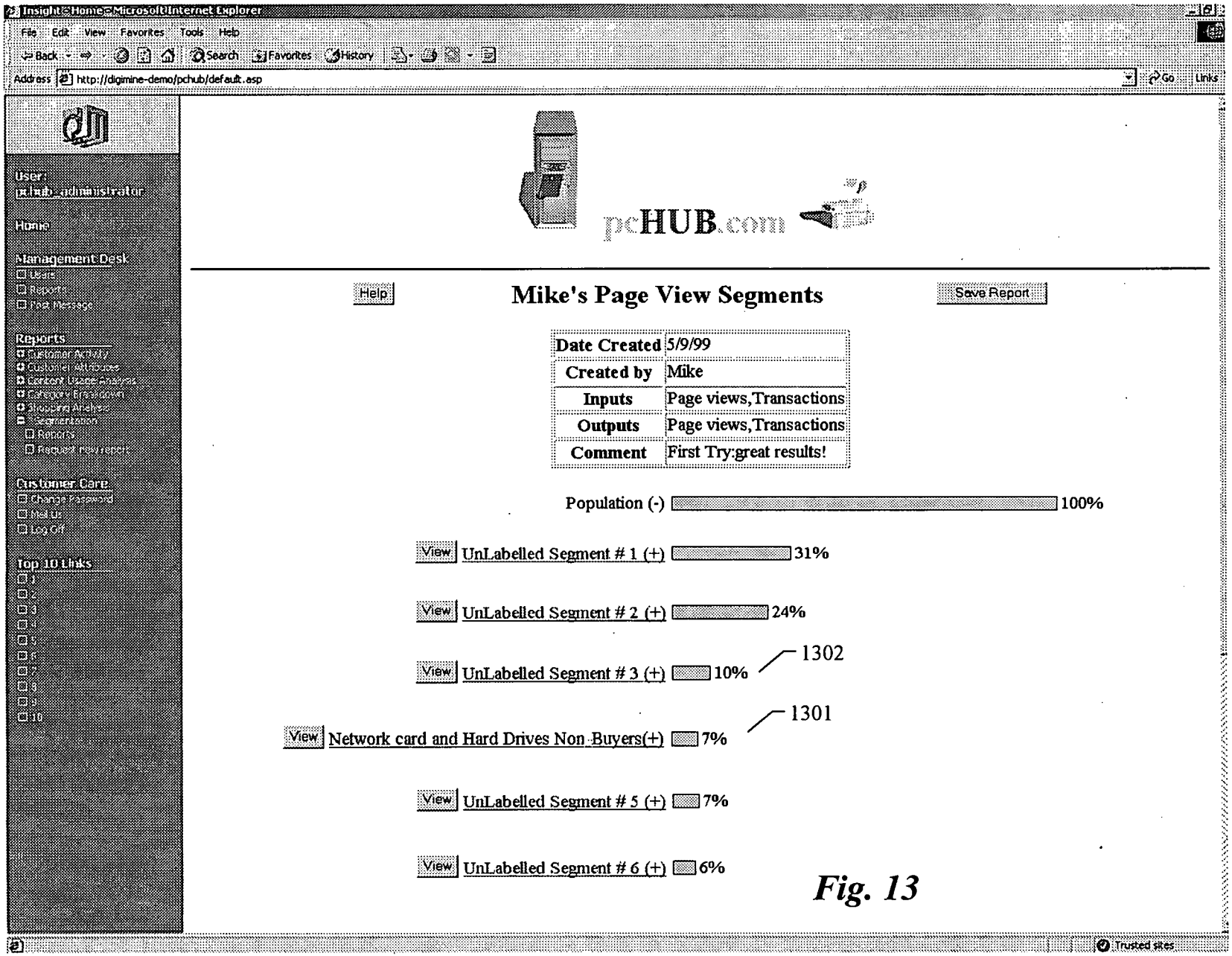
Insight - Home - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://digimine-demo/pchub/default.asp
Go Links
User:
pchub_administrator
Home
Management Desk
Reports
Customer Care
Top 10 Links
pcHUB.com
Help
Mike's Page View Segments
Save Report
Date Created 5/9/99
Created by Mike
Inputs Page views,Transactions
Outputs Page views,Transactions
Comment First Try:great results!
Population (-) 100%
View UnLabelled Segment # 1 (+) 31%
View UnLabelled Segment # 2 (+) 24%
View UnLabelled Segment # 3 (+) 10%
1302
View Network card and Hard Drives Non-Buyers(+) 7%
1301
View UnLabelled Segment # 5 (+) 7%
View UnLabelled Segment # 6 (+) 6%
Trusted sites

Fig. 13

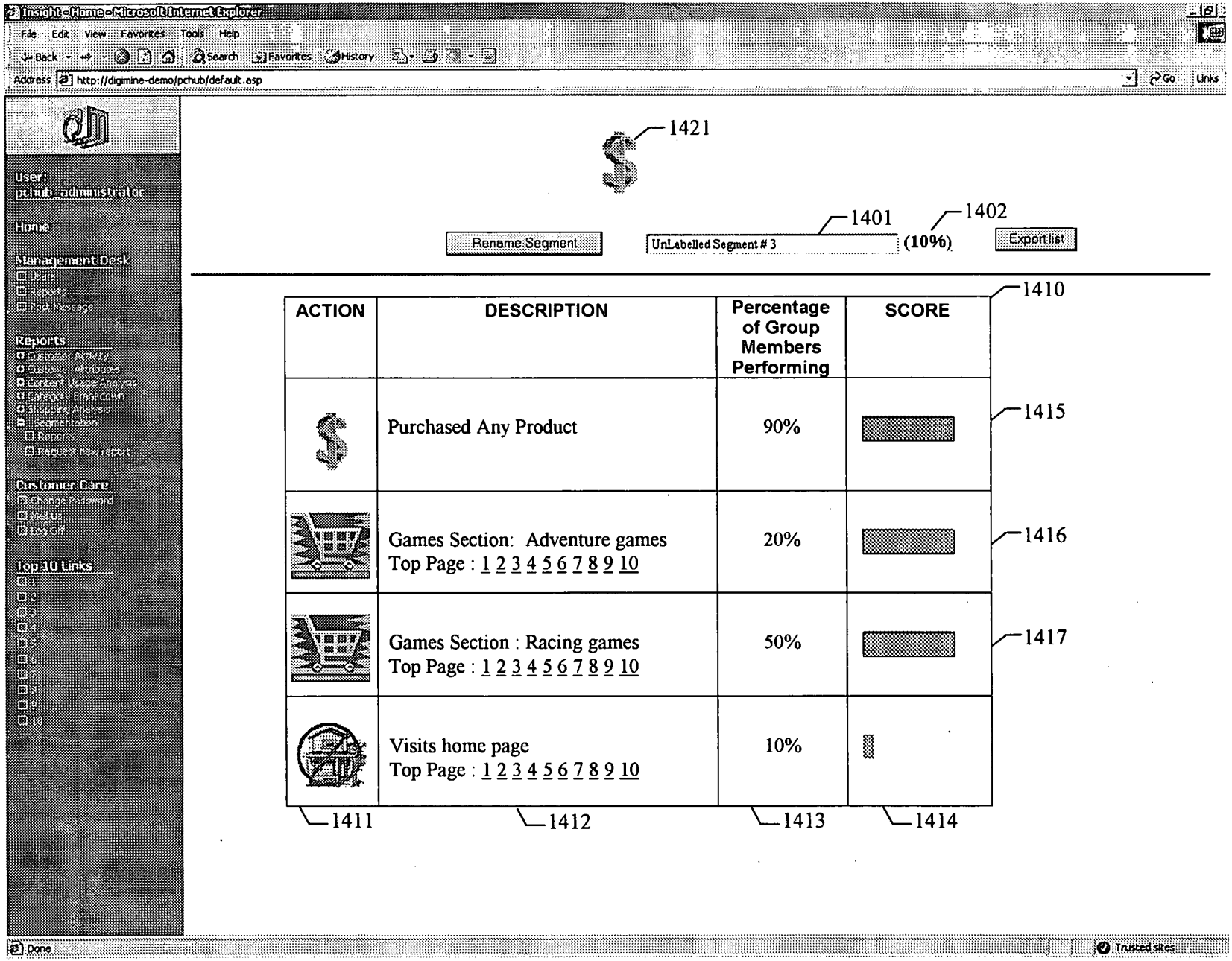

Fig. 14

34281/8008/Fig14.vsd

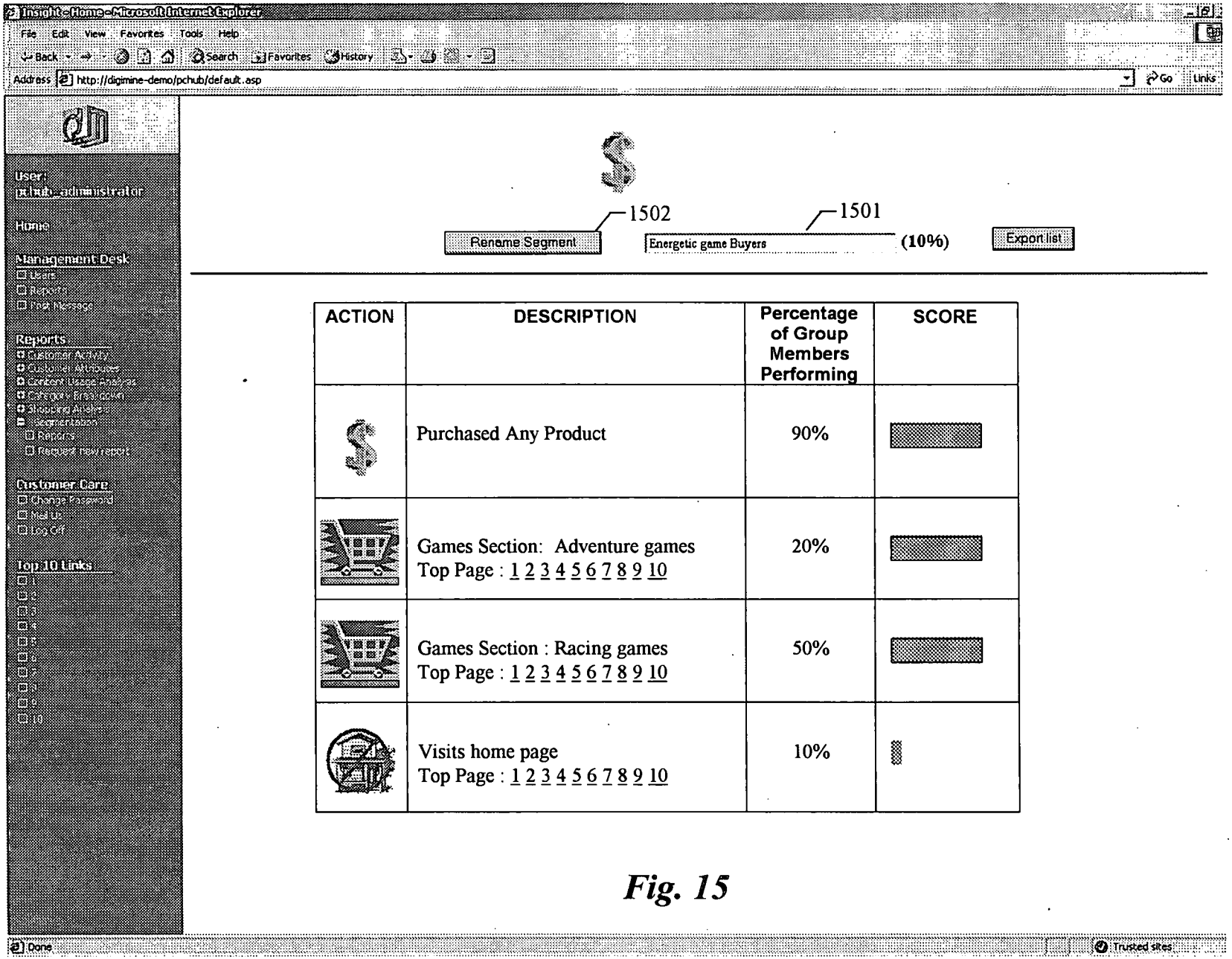

Fig. 15

34281/8008/Fig15.vsd

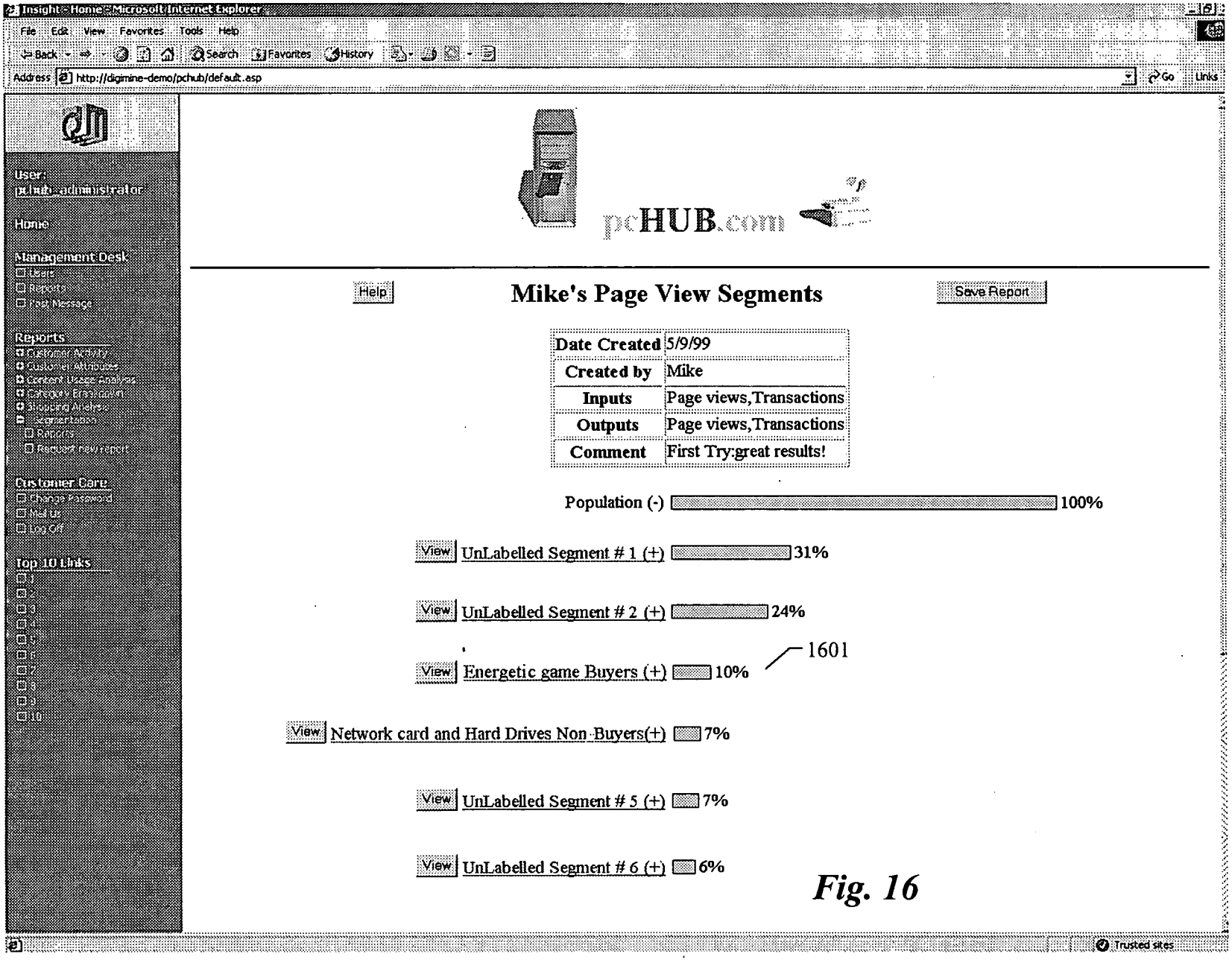
Insight - Home - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://digimine-demo/pchub/default.asp
Go Links
User:
pchub - administrator
Home
Management Desk
Reports
Customer Activity
Customer Attributes
Customer Care
Change Password
Log Off
Top 10 Links
pcHUB.com
Help
Mike's Page View Segments
Save Report
Date Created 5/9/99
Created by Mike
Inputs Page views,Transactions
Outputs Page views,Transactions
Comment First Try:great results!
Population (-) 100%
View UnLabelled Segment # 1 (+) 31%
View UnLabelled Segment # 2 (+) 24%
View Energetic game Buyers (+) 10%
1601
View Network card and Hard Drives Non-Buyers(+) 7%
View UnLabelled Segment # 5 (+) 7%
View UnLabelled Segment # 6 (+) 6%
Trusted sites

Fig. 16

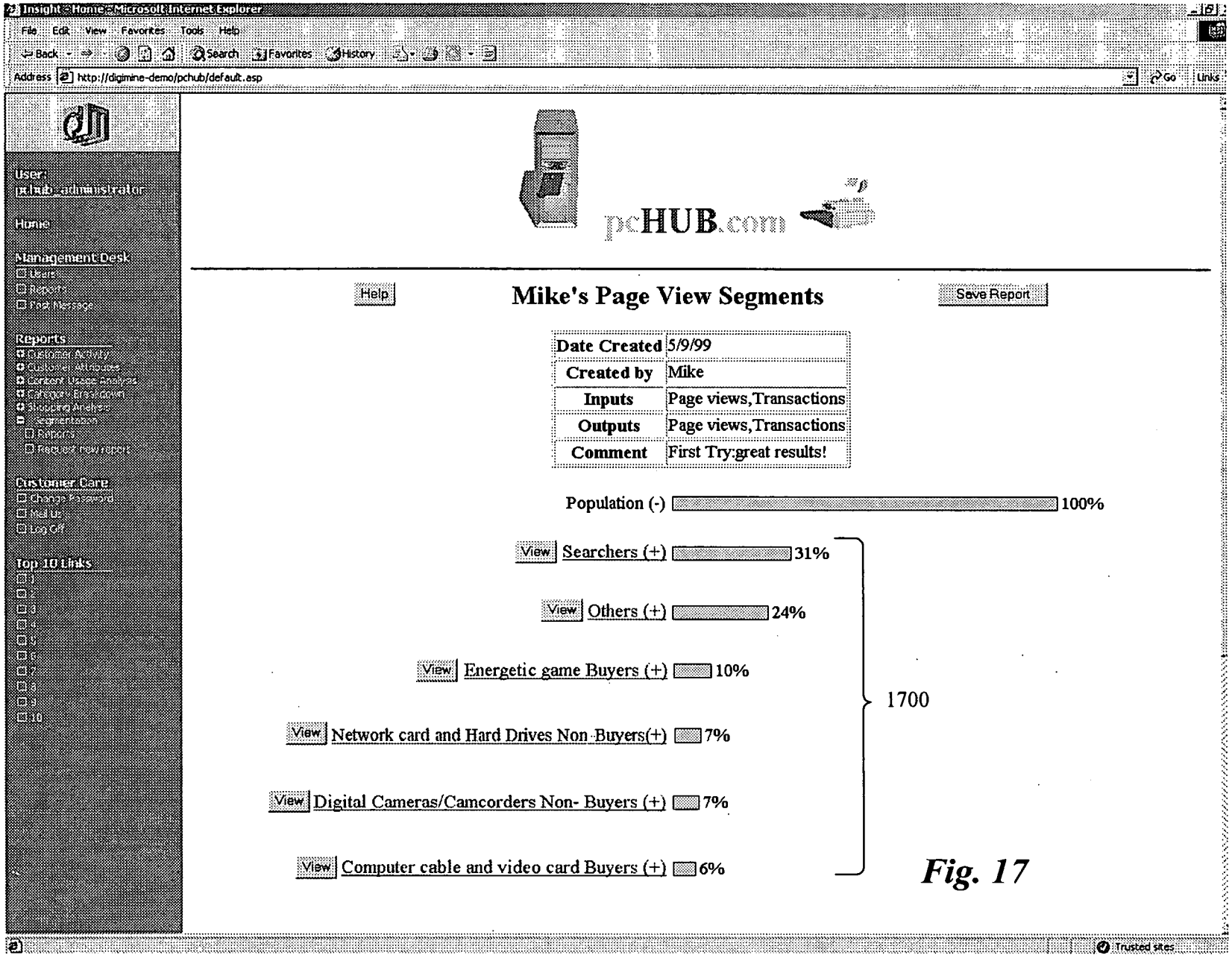

Fig. 17

34281/8008/Fig17.vsd